

Historic, archived document

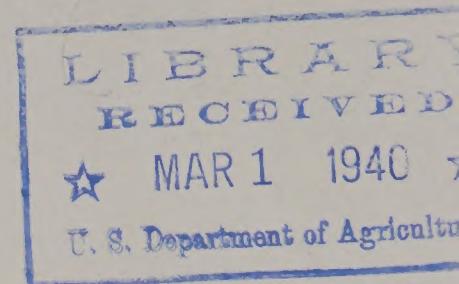
Do not assume content reflects current scientific knowledge, policies, or practices.

THE W. F. ALLEN COMPANY

GROWERS OF

True-To-Name Strawberry Plants

SALISBURY, MARYLAND



Dear Friend:

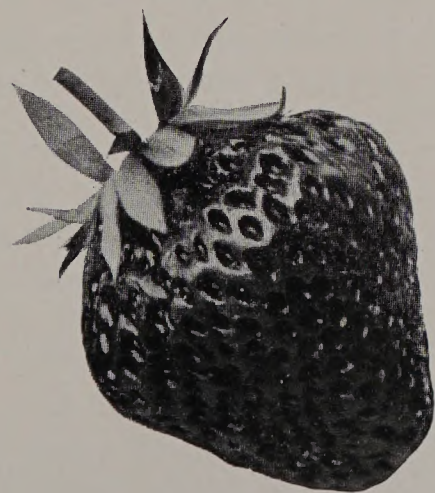
Here we are again! It hasn't been long since we sent you our Berry Book, but we wanted to remind you about our strawberry plants. They are just great this year. Good size, well developed roots, strong crowns, and vigorous healthy foliage make for planting stock sure to live and grow and yield generous crops.

If you have already made your selection and sent in your order, many, many thanks. It will have our prompt and careful attention. If you have not, please bear in mind in no other farm or garden crop is early setting more important than strawberries.

We invite your special attention to the five leaders, beautifully illustrated in color, as well as the brief descriptions of other top-notch varieties in this circular. You will make no mistake in choosing some of these winners. They have earned their place at the top by actual performance.

How about some of the Collections offered here? If you have no particular interest in varieties but just want some good strawberries, you may choose one of these collections with full confidence that you are getting the best. 55 years of experience are in back of every order.

Early spring (March and April) is the time to plant for middle and northern states, and in all places plant as early as the ground can be prepared. This means that we must soon get started. Write us now and place your order, or let us quote delivered prices on your requirements. We will be glad to ship promptly or to hold your order awaiting a later date.



DO NOT FORGET!!! Early spring is best, before the weather gets too warm and the ground too dry. We will be expecting to hear from you before long.

Sincerely yours,

THE W. F. ALLEN COMPANY.

DORSETT

At its best Dorsett is as productive as Premier. More vigorous in plant growth. Berries are larger, firmer, prettier and much better in quality than Premier. They sell at top prices, but they are more susceptible to frost injury and are not as sure a cropper as Premier. Set some Dorsett. It's too great a berry to pass up without finding out if you are one of the lucky ones who can grow it at its best. It's our most profitable early berry! And only Fairfax is as good to eat!!



FAIRFAX

At the Very Peak in Quality!!

The picker says "I don't eat many berries until we start picking Fairfax or Dorsett".

The buyer says "Have you more of those dark Fairfax berries? I don't mind paying the extra price. They're SO good!!

The family says "Sorry we didn't plant more. Wonderful to eat. Let's always have some Fairfax coming on."

And you should! Fairfax is the ideal berry for the home garden, local & road side market. The first berries are very large and beautiful, later ones of good size on fertile soil. One of the firmest of all berries, Fairfax often tops the very highest markets for days at a time.

Fairfax is the berry to tickle the taste, to delight or impress your friends, and to replenish the pocket-book. Listen to Mr. W. H. Baird of Grant Co., Ind., who says, "We found that the Fairfax was a wonderful berry. I want to get a thousand plants next year."

That's Fairfax—a wonderful berry!!



THE W. F. ALLEN CO.

SALISBURY, MARYLAND

Name _____

Postoffice _____ R. D. No. _____

Express Office P. O. Box

County	Street
--------	--------

State _____ Ship by _____

MAIL OR EXPRESS

Ship Plants on or About 19:

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent, attach price to each article and add up accurately. Make all letters short and to the point, and please do not write letters on the same sheet with the order.

[illegible]

NOTE—Early in the season we usually have in stock everything listed in this catalog, but late in the season we frequently run short of some of the varieties, therefore, when you order late please state whether we shall substitute something equally as good and as near like the variety ordered as possible, or return your money for any stock that we may be out of. Answer

From

THE W. F. ALLEN CO.

Salisbury,

Dependable STRAWBERRY PLANTS

for over
FIFTY YEARS

Maryland

[illegible]

TRUE TO NAME—While we use every precaution to have all plants, etc., true to name (we believe we come as near doing this as anyone in the business), we will not be responsible for any sum greater than the cost of the stock should any prove otherwise than as represented.

PLEASE WRITE BELOW the names and addresses of any acquaintances or friends who might be interested in, or buyers of, strawberry plants, and we will send them our catalog.

REAL LEADERS!! *These Five—*

PREMIER, CATSKILL, FAIRFAX, DORSETT, MASTODON

18 times as popular as the average of 37 other varieties on our list last year, 6 to 1 ahead of the ten nearest them!

OVER TEN THOUSAND BUYERS CHOSE THESE VARIETIES LAST SEASON—AND THEY WERE RIGHT!!

You will be doing right and playing safe in planting them this year. For as little as \$1.00 plus a few cents postage you can buy a garden collection covering the whole season! For \$3.25 a profit plot for the boy—or girl—and the grownups too. It's interesting; it's healthful; and it pays!!

PREMIER

THE SAFE
STRAWBERRY!
FROSTPROOF!

25 straight years without a single crop failure! No other variety can equal this record. The plants grow well and are healthy. They are very productive and the berries have good size, good looks and good quality. Premier is a profit maker and will please you. Don't fail to try some of them.

New Jersey

Mercer Co., N. J. June 4, 1939. Early last spring I got from you 50 Fairfax strawberry plants for a small home garden. This spring they bloomed abundantly and had a fair crop of the largest best flavored berries I ever saw. There would have been a good many more had we had more rain.—Mrs. Chester Smith.

Illinois

Fulton Co., Ill. March 12, 1939. Had a wonderful crop of berries from your plants set in 1937. I just can't say too much about your plants.—Millstone Camp (W. F. Grollwitz)

Maine

Hancock Co., Maine. May 1st, 1939. The plants I got from The W. F. Allen Company a year ago were the best I ever had in ten years of growing them. They were so quick to start a vigorous growth after planting and grew into such large strong plants in a few weeks time. They were sure good to look at and they sure like our state of Maine climate.—Mr. G. P. Thompson.

West Virginia

Cabell Co., W. Va. May 4th, 1939. My shipment of strawberry plants was received on April 16th in very excellent condition, exactly as ordered, and I must say they were the finest plants of this kind I ever saw. Due to unfavorable weather I was unable to have them set out until April 20th, keeping them well watered and in a cool place in the meantime. I went over the entire plot yesterday and only find four that are not living and thriving beautifully. I consider this a good record and a splendid tribute to the care you give to not only supplying nice plants, but the packing and crating of them also.—Mr. J. B. Plunkett.

Let others tell the story.

Michigan

Saint Clair Co., Mich. January 12, 1939. I am writing to know if you have Premier plants. The last ones I got from you were wonderful.—Mrs. Lottie Ferguson.

Pennsylvania

York Co., Pa. January 16, 1939. Please give me delivered prices on inclosed varieties. I planted three or four hundred plants two years ago. Had a very large crop last summer. Was very much pleased with them.—Mr. Elmer H. Blessing.





MASTODON

Rugged! That's the word for Mastodon. The plants are so strong and vigorous that they nearly always start right off growing and build up an early leaf and crown growth which is especially necessary for summer and fall crops. Perhaps that's why Mastodon is so popular over so wide an area. Other varieties such as Gem and Wayzata are better in some places (as here in Salisbury) but all of them will start cropping by late July or August—only a few weeks after the plants are set.

Talk About Fast work!! Nothing else in the fruit line can "hold a candle" to Everbearing strawberries for quick returns. Then there's a regular spring crop to follow that's a dandy on some of these varieties like Mastodon or Green Mountain.

Mastodon and the other Everbearing varieties are not only a joy and delight in the home garden, but more growers each year are finding them a profitable money crop.

We have lots of nice plants and we want you to try them. Previous experience is not necessary. You will find simple easy directions on pages 24 to 27 of our 1940 Book of Berries. If you haven't a copy we'll be glad to send you one—free.

QUICK WORK!

Schenectady Co., N. Y. July 19, 1939. I feel I must tell you how my 100 Mastodon and 100 Gem are doing at this date. I set them out on April 5th and they froze up three times. On this date I am picking plenty of nice large Gems and the vines are loaded. The Mastodon will be all of a month later, but what nice large healthy plants!

Mr. C. W. Abell

CATSKILL

Look at that Crop!!

Even veteran berry growers are moved to enthusiasm about the tremendous productiveness and size of this berry. Catskill is a native of New York State and fairly new—but for six straight years it has made really amazing yields for us—and for others who have tried it.

It is a vigorous grower—making plenty of plants and strong ones. Berries are good in quality, moderately firm, and average larger than any other very productive variety.

A pair to put your money on: Premier for early, Catskill for late. If you want *security* in strawberry growing, here it is.



Other Top-Notch Varieties

Blakemore We have **YELLOWS** FREE plants of Blakemore, the great Southern shipping berry. Very productive, light color, solid, tart. Popular for barreling. Will stand much neglect and still do well.

Northstar A new high quality berry for the north. Makes few plants but large, vigorous ones. Moderate crops but large, firm, beautiful, showy and very fine flavored berries.

Big Joe Good quality, large size, firm enough to ship. Best mid-season berry under some conditions. Second to Catskill generally only because that variety is so tremendously productive.

Dresden A new midseason berry from Geneva, N. Y., the home of Catskill. Shows promise as a heavy producer of good sized and good looking firm midseason berries.

Aroma The only good late southern shipping berry. Productive. Berries firm, light color and perfect strawberry shape. Good as far north as Central Indiana and Illinois. A beautiful berry selling at top prices because it carries to market so well.

Chesapeake The Aristocrat of Strawberries! The best of all late varieties for those who can grow a good bed of plants. Requires fertile soil, good cultivation. Berries large, firm, beautiful, fine quality. Outsell all other late berries.

Green Mountain Makes a vigorous, healthy growth. Good as a late summer and fall Everbearer. Also makes an excellent very late spring crop on land rich and moist enough to support the great numbers of berries produced.

Gem With us the best of all Everbearers. Especially good for August and September berries.

COLLECTIONS FOR YOUR CONVENIENCE

All Season Strawberry Gardens

DORSETT —For luscious Early berries	}	COLLECTION A (4 lbs.) \$1.00 100 plants (25 of each)
FAIRFAX —Second early—Finest quality		COLLECTION B (8 lbs.) \$1.75 200 plants (50 of each)
CATSKILL —Medium to late—largest and most productive		COLLECTION C (16 lbs.) \$3.00 400 plants (100 of each)
GEM —Most dependable Everbearer		

Everbearing Gardens

GEM —The little giant Everbearer	}	COLLECTION D (4 lbs.) \$1.10 100 plants (50 of each)
MASTODON —The universal Everbearer		COLLECTION E (8 lbs.) \$1.80 200 plants (100 of each)

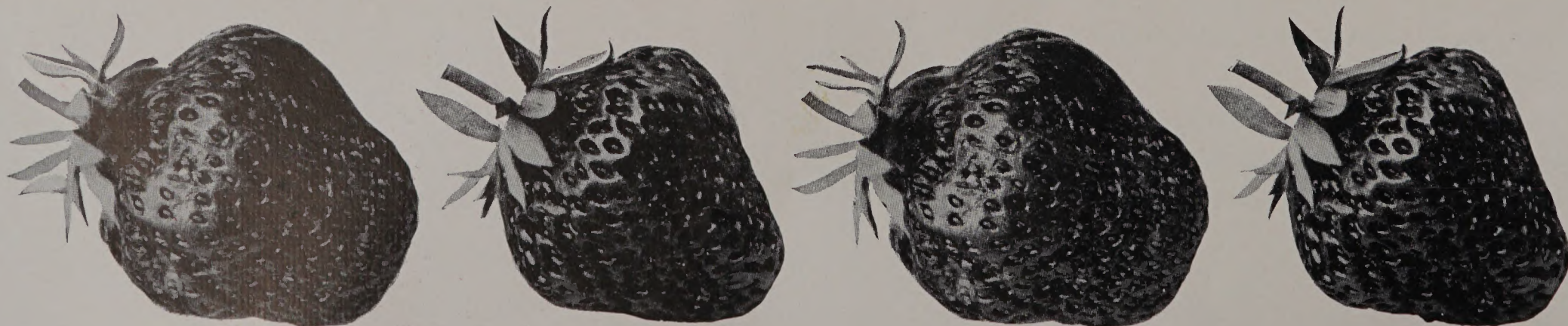
Dependable Profit Plots

DORSETT	}	COLLECTION F (22 lbs.) \$3.25 600 plants (200 of each)
FAIRFAX		COLLECTION G (50 lbs.) \$6.75 1,500 plants (500 of each)
CATSKILL		COLLECTION H (90 lbs.) \$13.00 3,000 plants (1,000 of each)

These collections are recommended especially for states in the latitude from Virginia and Missouri northward, and in higher altitudes farther South.

Premier, the hardest variety of all, may be substituted for Dorsett in any of these collections if you request it.

These prices are f.o.b. Salisbury, payment with order. Add postage figured from approximate weight given and parcel post table on next page. The larger collections (400 plants or more) will go cheaper by express collect.



62.67

ALLENS' PLANTS

They Live!
They Grow!!
They Bear
Fine Crops!!!



Price List for 1940

	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	1000 Plants	5000 Plants
Early Varieties								
Bellmar.....	\$.25	\$.40	\$.65	\$1.10	\$1.50	\$1.80	\$4.00	\$17.50
BLAKEMORE.....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
Clermont.....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
Daybreak.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
Dr. Burrell.....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
DORSETT30	.45	.70	1.20	1.65	2.00	4.50	20.00
FAIRFAX30	.45	.75	1.30	1.75	2.10	4.75	21.25
FAIRMORE.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
Howard 17.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
Missionary.....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
NORTHSTAR.....	.40	.60	1.00	1.70	2.40	3.00	6.75	32.50
PREMIER30	.45	.70	1.20	1.65	2.00	4.50	20.00
Senator Dunlap.....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
Shelton.....	.65	1.10	2.00	3.60	5.10	6.40	15.00	—
Southland.....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
Midseason Varieties								
ABERDEEN.....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
BIG JOE30	.45	.70	1.20	1.65	2.00	4.50	20.00
CATSKILL30	.45	.75	1.30	1.75	2.10	4.75	21.25
Culver.....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
DRESDEN.....	.50	.90	1.50	2.70	3.60	4.40	10.00	—
Eleanor Roosevelt.....	.50	.90	1.50	2.70	3.60	4.40	10.00	—
Glen Mary.....	.35	.50	.85	1.50	2.10	2.60	6.00	27.50
PATHFINDER.....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
Late Varieties								
AROMA.....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
CHESAPEAKE30	.45	.75	1.30	1.80	2.20	5.00	22.50
Gibson.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
Haverland (Imp.).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
Hebron.....	.65	1.10	2.00	3.60	5.10	6.40	15.00	—
LUPTON.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
New York.....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
Parsons Beauty.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
Sample (Imp.).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
WM. BELT.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
Very Late Varieties								
GANDY.....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
*GREEN MOUNTAIN...	.50	.90	1.50	2.70	3.60	4.40	10.00	40.00
Orem.....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
Everbearing Varieties								
Champion.....	.40	.60	1.00	1.70	2.40	3.00	6.75	32.50
GEM40	.60	1.00	1.70	2.40	3.00	6.75	32.50
* GREEN MOUNTAIN50	.90	1.50	2.70	3.60	4.40	10.00	40.00
MASTODON40	.60	1.00	1.70	2.40	3.00	6.75	32.50
Progressive.....	.40	.60	1.00	1.70	2.40	3.00	6.75	32.50
Wayzata.....	1.50	2.50	4.00	7.50	10.50	13.00	30.00	—

500 plants or more of a variety at the 1,000 rate.

All plants f.o.b. Salisbury, Maryland, at prices quoted.

Send us your list and we will be glad to quote delivered prices.

*Green Mountain plants are bought with the understanding that they are not to be propagated for sale without permission of patent holder.

All our varieties have perfect blossoms except Haverland and Sample.

If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post C. O. D. for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.

Zone	Miles	1st pound	Each additional pound of fraction
1st.....	0 to 50.....	8 cts.....	1 1/10 cts.
2nd.....	50 to 150.....	8 cts.....	1 1/10 cts.
3rd.....	150 to 300.....	9 cts.....	2 cts.
4th.....	300 to 600.....	10 cts.....	3 1/2 cts.
5th.....	600 to 1000.....	11 cts.....	5 3/10 cts.
6th.....	1000 to 1400.....	12 cts.....	7 cts.
7th.....	1400 to 1800.....	14 cts.....	9 cts.
8th.....	1800 up.....	15 cts.....	11 cts.

Be sure to send enough postage. Any excess will be returned.

55 YEARS
of
EXPERIENCE
behind the plants we
send you

They are
DEPENDABLE

